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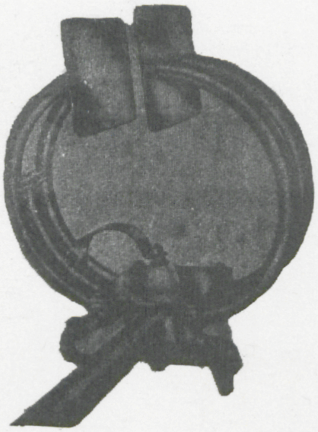

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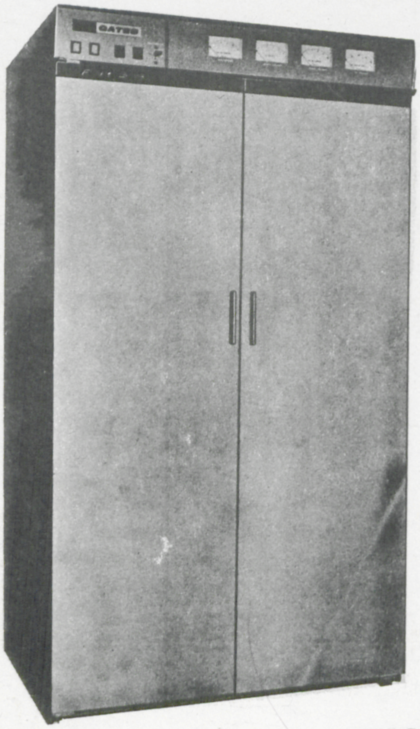

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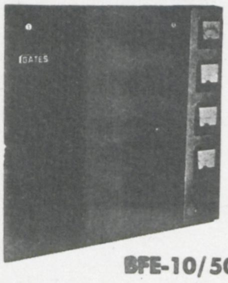

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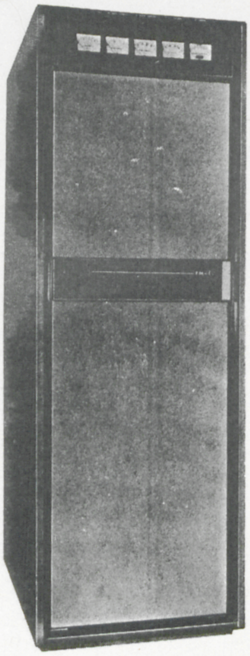

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COLLEGE RADIO

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April 5, 1965

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PUBLISHER'S POCKET

" . . . that while college radio stations have good listenership for special events, most students get their music from the local radio stations. So reads the paragraph in Aaron Sternfield's opening article for Billboard's "Music on Campus."

This recurring theme of the issue is again voiced in Gil Faggen's article about College Broadcasters: "There is little or no proof of listenership and no proof that the college rah rah holds true for the station as it would for the school football team.

More overtly, the question asked challenges the role of the Campus station as a music promoter. As Mr. Faggen suggests in his kindly worded way, much of the campus listening audience is tuned to the commercial station known for the particular desired type of programming. (Ed: or to the tube.) This is true for not only Boston and Philadelphia, but for Alamosa.

Billboard suggests that the college student spends his money (and this is, essentially, what we are talking about) for singles, albums, and concert tickets independent of campus radio and in response to commercial direction. And here, they say, we are discussing the purchase of 18 million albums and 6 million singles a year.

The editors are half willing to attribute some of the collegiate market disc sales to the Campus newspapers, but, strangely enough, are uncertain of the effect of the personal appearance of the artist on campus. One writer stresses that before their artist visits a campus they see that the local record stores are well stocked; another 20 pages later says that the local record stores are always disappointed at the poor post-concert sales.

In the midst of all this controversy, let us begin to examine our position from both an industry and a college radio station viewpoint.

The campus rag does not sell an artist. It may convince you its two dimensions of black and white that you are a square if you don't go to the Blank Eex Concert, but it won't convince you the "Fireflies" are the greatest.

Before we get too far off the beaten trail, I suggest that the issue is further clouded by Sponsor's March 29 discovery that some of the $10 billion teenagers spend, and much more, will never come close to being called a collegiate market. Playboy may even discover that its 20 million readers aren't all college seniors in engineering. Who knows, maybe some of these people even buy records.

Nevertheless, our question is of worth, and our criteria is results. Prove that college radio qualifies as a media!

This call remains in the hands, and voices, of each station. Billboard is merely one of many to stand back and surmise that college station staffers are most dedicated. I would have them dedicated to searching, as well as promoting that which they have found. Why hasn't your station sponsored a concert? Did you ever consider the possibility of running a weekly dance, coffee house, etc? Why do you, as the other fourteen stations in your listening (and market) area run rock 4-6, jazz 6-8, folk 8-10, and oldies and show 10-12. If your student body tunes in for special programming (interviews, sports, pre-hourly reviews, editorials, etc.), why not tie this in and use it to best advantage?

In the past the pages of COLLEGE RADIO have hosted much controversy on whether or not collegiate radio can compete with commercial broadcasting. IBS, attempting to fill the gaps in this area, has developed such services as CRPS (see later in this issue), the Alumni Association, the professional honorary Iota Beta Sigma, COLLEGE RADIO Magazine, and others.

But the answer will never lie in merely this. The action, and the outcome, are yours.

Tom McCloud

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IVY Network:An Eastern Keystone

The IVY Network Corporation, the original college radio representative, is presently entering its fourth straight record quarter which will result in the highest earnings ever recorded in the net's fifteen year history. Scott H. Robb (Yale, '66), the web's vice president - general manager, announced that station payments would show a 50% gain over last year and a 25% increase over the network's previous record year of '62-63, which is certainly a remarkable showing for the year following the "great cigarette exodus." Another interesting fact in the network's financial success is the presence of many advertisers taking their first sampling of the effectiveness of college radio. In a recent announcement, John F. Sullivan (Yale, '66), IVY's director of sales and promotion, pointed out the importance of attracting new money to the expanding medium of college radio. It has become the task of IVY Radio's complete selling force to lead more and more sponsors to "discover" college radio as a means of not only selling over the counter tomorrow but more importantly of influencing student preferences and opinions which will shape their demands as the consumer community of the future.

In addition to its remarkable success as a sales representative, the past year has also seen the network emerge as college radio's first news and information service. IVY made its debut as a source of live network programming with its ELECTION '64 production, which met with outstanding success. Following this pattern, the net has recently established a complete sports department under the direction of Renny Daly (Yale '66). Present plans call not only for the production of each affiliate's complete sports schedule but also a full selection of network specials and a weekly "IVY Sports Review." In addition to this extensive sports programming, the network is presently completing plans of other various production formats which will be offered for national sponsorship. It is through such plans as these that the national advertiser can for the first time be offered an attractive alternative to the purchase of a straight spot schedule. In addition, it is only through the presentation of polished and truly professional production formats that the full "image" of IVY Radio can be correctly and completely presented to client and agency alike.

This then is the IVY Radio Network, a most successful sales representative today, and an organization dedicated to the improvement and extension of college radio - the selective medium serving America's selective audience of tomorrow.

To Station Managers:

Survey to Analyze Staff Relations

By STEPHEN LOVAS, JR.

As the supervisor of people and activities at a campus radio station, you know pretty well what you expect from your staff. This is true whether your title happens to be Advertising Manager, Daily Manager, Chief Engineer, News Director, Executive Secretary, Station Manager, or whatever.

Your station's organizational rules, shown in organization charts and position descriptions, form the bedrock of your station's stability. These organization rules help you define the duties of your subordinates so they will know exactly what you expect of them. But is it possible that your subordinates expect things of you, too?

To answer this, we must turn to the area of behavioral science theory which is related to leadership and organization. The concept of "social role" especially applies to our problem.

According to the concept of "social role," there is a set of socially-defined expectations for every position in any organization. In other words, expectatations of your subordinates define the appropriate behavior for anyone in your job. These expectations provide you with a behavioral model - a pattern by which you can judge your own behavior in your relations with your staff.

"Role expectations" refer not only to your staff's expectations that you will behave in certain ways; it also refers to your expectations that if you behave in these expected ways, your staff will react with appropriate meshing behavior. Thus, whether consciously or unconsciously, you try to anticipate the behavior your staff expects of you. And the better you meet these expectations, the better your staff will work with you to accomplish the goals you have set.

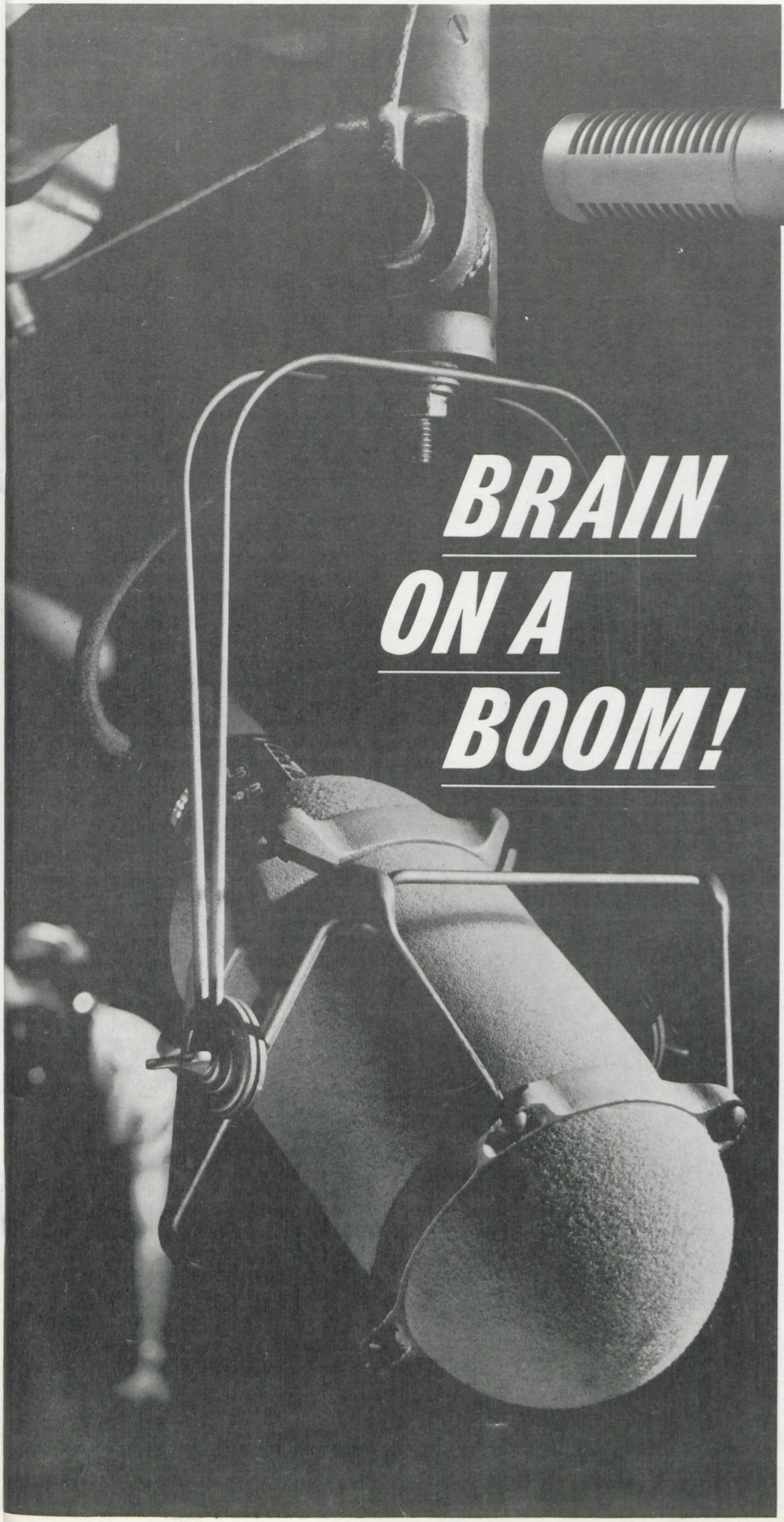
In addition, if you are successful at predicting the conforming to these expectations, your staff will be able to anticipate your behavior; and you all will function together as an integrated unit. However, if your behavior does not conform to these expectations, problems in human relations will develop.

It is important to you and to your station that you know what your supervisory role is. For it is one of the more important parts of your social identity- of your "self." In addition, as a supervisor on your station's staff, your job essentially is to get things done through your own staff. Your success will be largely determined by how well you avoid human relations problems with your staff by conforming to its expectations. For your relations with your staff affects their performance, and it is their performance that you are judged on.

The problem remains for supervisors like yourself to determine exactly what your staffs expect of you in your relations with them. In the past this has been difficult because a supervisor has had to rely on his own hunches. Role expectations that are related to human relations just are not very easy for a subordinate to communicate to his superior unless it is in a fit of anger and followed by "I quit."

However, pioneer studies have been made recently in government and industry with encouraging results. These studies have used a simple but carefully worded questionnaire which is filled out anonymously by subordinates. The results are then analyzed by analytical and statistical techniques. It's time that such a questionnaire was developed for college radio stations so their managers on all levels could use it to obtain the best possible results from their relations with their staffs.

This article was prepared under the supervision of Dr. Carl E. Gregory, Professor of Management, Graduate School of Business Administration, California State College, Long Beach. The author is founder and past General Manager of KUCW at UCLA. He is currently a graduate student in Personnel Management.



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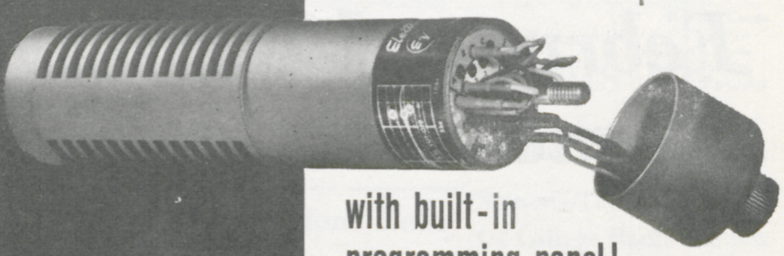

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It's just like having 36 microphones in one, at the end of your boom! Simply match the computer-style programming pins to the color-coded jack field inside the new E-V668. You'll get any combination of flat response (40 to 12,000 cps), bass and/or treble rolloff, treble rise, and 80 or 8,000 cps cutoff. The 668 built-in passive equalizer matches response to need precisely without loss in output level—mixes perfectly with any other microphone.

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List price $495.00 less normal trade discounts.

*Patent No. 3115207 covers the exclusive E-V Continuously Variable-D® design.

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20 members to 220 members

By D.W. Borst, Robert I. Freedman, IBS Executive Staff

The Cradle Of IBS

Pictured above is the pioneer collegiate station in George Abraham's dormitory room at Brown University. (Left to right) George Abraham, John Bailey, and David W. Brost.

The Intercollegiate Broadcasting System was founded in February, 1940, when representatives from thirteen colleges gathered at Brown University to plan the growth of a campus-limited broadcasting at their schools. Ten of these colleges - Brown, Columbia, U. of Conn., Cornell, Holy Cross, Pembroke, R.I. State (now U. of R.I.), St. Lawrence, Wesleyan and Williams - are listed as charter members of IBS, although stations were in operation at only about half of them. Dartmouth, Harvard and U. of New Hampshire also sent representatives.

To understand why this meeting was held, one must go back to the fall of 1936, when George Abraham and David Borst entered Brown. In order to enable his fellow students to hear his classical recordings, and also permit two-way communication between rooms in his dormitory, George interconnected the output circuits of half-a-dozen radios in the building. The popularity of this novel scheme caused its extension to another dorm across the street, and drew the attention of Dave, who extended the wiring even further. Before long a network of lines spread over the Brown campus, linking dozens of dormitory rooms. Serious programming was inaugurated the following year over this "Brown Network," and conversations were diverted to a second line paralleling the first. This second line was used to originate programs from points all over the campus, which programs were fed into the main programming line at a central switching point. Approximately 100 radios were counted to receive the programs from the mass program line.

University recognition was won in 1938 with establishment of a studio in the Student Union (Faunce House), and in the spring of 1939 tests indicated the feasibility of using a low-level r.f. signal, not in excess of limits set by the F.C.C. in their "low power rules" established in 1938, on the lines which had been erected to all major campus buildings, to provide reception for all students living on campus. With the listening audience thus greatly enlarged, sponsorship of programs became a reality with the sale of time to local merchants.

IBS Bulletin →

March, 1950

TAX EXEMPTION

IBS stations have been granted exemption from the 25 percent Federal Tax on telephone lines, reducing materially the costs for the operation of regional networks within IBS. It took IBS more than four years to secure this decision by the Bureau of Internal Revenue. It may permit the establishment of many networks in areas where stations are concentrated. IBS is now looking into the feasibility of establishing such groups in the near future.

All cuts in the history of IBS article come from the IBS Bulletin and the IBS Newsletter, published by the system from 1950 through 1964.

In 1939 Pembroke College was added to the audience by renting a telephone line which fed a transmitter connected to buildings on that campus, and initial connections from single-conductor r.f. lines to heating pipes in the buildings gave way to underground twisted pair lines coupled to the a-c power wiring in the buildings. Interest in campus-limited broadcasting at other schools was growing, with students writing in for information. Early attempts to find national sponsors for programs revealed the need for a larger audience than a single college campus could offer. The February meeting was called, therefore, to meet the needs of those interested in this rapidly growing student activity.

Delegates attending the 1940 meeting were provided with a copy of " A Handbook for College Broadcasting," which had been prepared by Dave Borst based on his nearly four years' experience as Technical Manager of the Brown station. This provided the beginning of subsequent IBS engineering handbooks, now consolidated into the IBS Master Handbook. The IBS Bulletin was started the following fall, and a Convention was held in December in New York City. That fall national advertisers were secured for the first time, Esso gasoline

MARCH 1952 — Fifteen Cents

Gilliland Resigns As Bulletin Editor

Prior to his graduation from Bethany College in January, Richard W. Gilliland resigned from his position as Editor of the IBS Bulletin. With a field of concentration in journalism and a minor in economics, he plans to do work connected with a house organ in New York City.

In a recent letter of resignation, Gilliland said, in part: "I feel the experience I have gained during the tenure of work on the IBS Bulletin could not be equalled anywhere, and

Kenen Represents I.B.S. At UNESCO Meeting

IBS Stations Relay Continental Shows

The Continental FM Network has given permission to IBS stations to relay Continental Network programs and to offer certain of these programs to sponsors.

Stresses The Importance Of College Radio Station

Peter Kenen, a student at Columbia University, represented the Intercollegiate Broadcasting System at a UNESCO meeting held at Hunter College in New York, January 27 to 31. Mr. Kenen has recorded a

APRIL - MAY, 1953 — Fifteen Cents

IBS and CRC Make Contract

It was recently announced that a contract between IBS and the College Radio Corporation has been culminated after many months of negotiation between the two companies, which had seen Eastern States Radio Corporation, and later College Radio Corporation, grow from organizations interested only in representing campus stations for package commercial ra-

Progress Encouraging As IBS Doubles In Size

According to a recent statement by David W. Borst, Operations Manager for the IBS, the IBS system has nearly doubled in size in the past two years. This statement was made as Mr. Borst announced the publication of Rate-Card number nineteen.

Mr. Borst pointed out that the "phenominal growth of campus limited stations" is shown by a compari- been obtaining accounts for national concerns through their national representative, who is currently the Thomas F. Clark Co. of New York.

As Mr. Borst stated, "These sponsors have utilized the campus stations to reach an audience that is just forming its buying habits and is receptive to new ideas and products, and at the same time, they have been able

After 10 Years The System: ↕

purchasing five-minute news broadcasts over Brown and Williams, and Beechnut and Barbasol buying Williams time as well. A percentage of this advertising was retained by the System for operating expenses, and dues were not collected.

In 1941 Louis M. Bloch, Business Manager of IBS, found it possible to found the Intercollegiate Broadcasting Station Representatives and open an office at 507 Fifth Avenue, New York. This automatically provided IBS with a New York address, which was maintained until 1947.

In 1941 the System was incorporated under the laws of the State of Rhode Island as a non-profit corporation, and membership rose to 27 stations. Throughout the war the number of stations remained at approximately 25.

Each year during the period 1941 through 1945, IBS held an annual convention in New York City, and the groundwork was laid for many of the services IBS provides today. In 1941 agreements were reached with ASCAP and BMI which permit member stations to broadcast their music without having to make royalty payments. In 1944 similar arrangements were formalized with G. Ricordi and Co., SESAC and AMP. In 1944, IBS secured a ruling from the Treasury

JUNE 1950 — Fifteen Cents

I.B.S. Executives Meet At Columbus

Governing Council Meets

The above picture was taken during the closing moments of the Governing Council Meeting at Columbus. Seated around the conference table are: James R. Wylie, Region 1 and Station Relations Mgr., (left foreground) Phillip Chalmers, Region 9; Herbert B. Barlow, Engineering Director; George I. McKelvey, Business Mgr.; David W. Borst, Operations Mgr.; John Roberts, Region 3 and chairman of the meeting; Howard C. Hansen, Program Mgr.; Muriel Knudsen, Region 7; Arthur S. Rosenthal, Region 2 and Robert J. Fuhrman, Public Relations Director. Directors who attended but were not present when the picture was taken were Jo Vernotzy, Region 6 and Richard Post, Region 8.

Columbus, Ohio, May 6-7—For the second consecutive year IBS has held its annual meeting in conjunction with the Institute for Education by Radio at the Deshler-Wallick Hotel. The meetings of the Institute were open to broadcasters, civic leaders, educators and other interested citizens who have a stake in radio.

The IBS activities consisted of three meetings: a panel discussion whose subject was, "Production Problems on Campus Stations"; the Governing Council Meeting of IBS; and the Executive Committee Meeting.

Discuss Campus Problems

The panel which conducted a clinic for campus stations was made up of five IBS leaders with Howard C. Hansen, IBS Program Director, as chairman. Talks were presented by Martha Boyer, Director of Radio at Lindenwood College; John Crabbe, Director of Radio at the College of the Pacific, Muriel Knudsen, former Regional Director of Region 7; Hortense Moore, Director of Radio at Miami University, and John Roberts, Director of the Radio Workshop at Temple University.

These talks covered many different phases of college-confined radio, such as . . . limitations of college stations and some solutions . . . student-faculty relations, supervision, leadership, complete control or advice . . . station relations with departments of music, speech, radio . . . the record problem news coverage . . . college radio as pre-professional training . . . expenses . . . the student's curricular activities ratio . . . mike-happy people

IBS Membership Increases Rapidly

June 'Bulletin' Last Edition This Year

IBS BULLETIN

"THIS IS THE INTERCOLLEGIATE BROADCASTING SYSTEM"

Vol. XI, No. 3 | DECEMBER 1950 | Fifteen Cents

Percy Faith At Lindenwood College

Liz Bates, music director of station KCLC at Lindenwood College is shown above as she interviewed Orchestra Leader Percy Faith in a broadcast held early in the season. Percy Faith's recording of "I'm in the Middle of a Riddle," was heard for the first time over any station at KCLC. In the background are some Lindenwood freshmen waiting for autographs.

P. Faith Appears On Station KCLC

Station KCLC brought Percy Faith to the Lindenwood campus for an in-

P. Phillips Named Region 9 Director

The appointment of Miss Pat Phillips as Director of Region 9 has been

Fall Regional Meetings

Region 10 Meets At Stanford U.

Stanford University, California, was the scene of a meeting of the stations in Region 10 on October 28. It was conducted by John Witherspoon, regional director, who attends the College of the Pacific.

The stations decided to set-up a regional advertising sales office and a regional tape network based on the National Association of Educational Broadcasters. The members also expressed the desire for financial assistance from the Intercollegiate Broadcasting System in the operation of the sales office and tape network, dissemination by IBS of regular financial statements to be sent to all stations and closer coordination between IBS and the Western Region.

Representatives from IBS stations at Stanford, College of the Pacific, Eastern Washington College and non-IBS members from Modesto Junior College and California State Polytechnic College were present at the meeting.

Phillip C. Chalmers of the College of the Pacific gave a report on the Governing Council meeting in Columbus last May.

F. Tarr Elected Region 4 Leader

The members of Region 4 met at Washington Missionary College, Takoma Park, Maryland on October 21 for a regional meeting and elected W. Fletcher Tarr, WAFT, their regional director.

George Abraham, IBS chairman, gave a full report to the group of the services and progress of IBS. Following this, action was taken to set up a central depot for handling transcriptions which are available to Region 4 and it was decided to establish the depot at WRNV, Annapolis, Md. The reason for this move was that all the stations recognized the fact that it would be more economical to have the records handled by the regional depot rather than from Jacksonville. The action was taken at the suggestion of Mr. Abraham and is in accordance with the original plan of providing a depot with one set of records in each region.

The matter of a regional network received much consideration by the group. WAFT, Washington Missionary College, offered to have 2,000 musical selections available to Region

(Continued on page 4)

Department that it was exempt from the payment of income taxes. National advertising was very good, and it was possible to add to the staff at the New York office. The System received favorable publicity in trade and general publications. An article in the Saturday Evening Post during May, 1941, was the most outstanding example of the latter.

The exchange of programs was of interest to IBS from its inception. One of the first projects was the relaying to the stations of IBS of a series of five half-hour programs using the short-wave facilities of station WRUL, in Boston. This required rental of a telephone line between Providence, R.I. and Boston. A Record Library was established at Williams in 1941, and also programs sent over NBC short-wave facilities in South America. A Pan American Department was formed in that year. FM stations were used in 1942 to relay programs of interest to campus stations, and by then a script exchange had been established. In 1943 scripts from the Office of War Information were made available. With a wire-line network as an ultimate goal, one demonstration network broadcast, a variety show saluting the 10th year of college radio broadcasting, was originated from the station at Columbia in 1945, and reached the stations at Bryn Mawr, Brown, Harvard, Haverford, Princeton, Radcliffe, Swarthmore, Union, Wellesley, Williams and Yale.

With the end of the war in the summer of 1945, the number of campus stations rapidly increased as service men entered colleges as civilians, and radio equipment, much of it war surplus, became readily available. The number of stations in IBS grew so that there were over 40 by the end of 1946, and approximately 90 the end of the following year. The fall of 1945 saw the establishment of the Middle Atlantic Network, linking Bryn Mawr, Haverford, U. of Pennsylvania and Swarthmore. At IBS headquarters the organization of the System was given serious study, resulting in a new Constitution and By-Laws, and the introduction of Codes covering Business, Programming, Technical and General aspects of campus radio operation. In the fall of 1945 the IBS service mark, the capped microphone, was designed by Lincoln Diamant (then of Columbia University, now Senior TV Commercial Producer of Ogilvy, Benson, and Mather, Inc. Advertising) and used for the first time. In 1946 a comprehensive listenership survey was conducted to ascertain the

1952: $3500 Hazen Program.Grant

Vol. XV, No. 2 | December 1954

IBS, CRC Sponsor Success Contest

HAZEN FOUNDATION MAKES NEW GRANT

A new grant has been made to IBS by the Hazen Foundation for the development of a cooperative series of programs. This will be in addition to U. N. Review and Religion at the Newsdesk programs which are now available to member stations.

All Members Invited

All member stations are invited to participate in the production of the series by sending recorded program material to American University. Explanatory letters have been sent to all system stations. Interested persons are urged to see these letters for complete details.

The Foundation is particularly interested in material about exchange students, international relations and the United Nations. Content may vary from an interview with an Indonesian student

January 15 Deadline Is Set; $50, $30, $20 Prizes Listed

The Sales Promotion Department of IBS and CRC will pay up to 50 dollars for member stations' success stories. System stations have received entry forms which entitle them to compete for one of three prizes.

The prizes, 50 dollars first prize, 30 dollars second prize, and 20 dollars third prize, will be awarded to the stations which can best demonstrate a local sales success story. Equivalent amounts of tape at 2 dollars a reel may be selected by the winners in place of cash.

Thomas M. Blaisdell, IBS Sales Promotion Manager, stated that National Advertising Representatives are looking for proof that IBS members can sell at the local level.

Another object of the contest, accord-

listening habits of the college radio audience. The IBS Bulletin appeared with improved format and on a more frequent schedule.

The year 1946 brought the tenth anniversary of broadcasting at Brown. Founders Abraham and Borst returned to the campus to participate in an hour-long program celebrating this event, which was heard over Yankee Network stations. The Philadelphia Evening Bulletin paid the line charges for the Middle Atlantic Network in return for which the network carried a nightly five-minute national news broadcast originating from the paper's AM station, WFIL. An arrangement was made with the FCC by George Abraham whereby calls used by campus stations would be registered by the Commission and reserved for use by the campus station alone. The System continued to receive good coverage in the trade press and an article in Colliers during July, 1947 brought the story of college radio to the general public.

In the fall of 1946 IBS appointed a new national advertising representative, the Avery-Knodell Company, and the previous agreement with IBSR was terminated.

IBS BULLETIN

"THIS IS THE INTERCOLLEGIATE BROADCASTING SYSTEM"

NOVEMBER--DECEMBER 1952 — Fifteen Cents

Suspend Students For Cornell Fake

Twenty-five Cornell students were suspended for a year after they apologized for seizing the university radio station, WVBR, and broadcasting fake reports of bombing in European cities.

Only ten of them entered the student-operated station, but the university said that the twenty-five appeared voluntarily and admitted participation in the incident that occurred last May.

The mask-wearing ten overpowered the three members of the student staff and held control of the station for eight minutes. The fake bulletins, which also said an air armada was nearing America resulted in some cases of "fainting and hysteria" in the women's dormitories, according to Ellis Deull, student business manager of the station.

HazenGrant Announced

Three Programs Chosen

Forty Stations Included

A $3,500 grant to the IBS by the Hazen Foundation has been announced by George Abraham, IBS president. It provides for the exchange of three series of tape recorded or scripted shows during this year.

The announcement by Mr. Abraham came after receiving official notification of the appropriation by Dr. Paul Braisted, President of the Hazen Foundation.

The three programs slated for production under the Hazen grant are "Religion at the News Desk," and U. N. Review, which both start this month, and "International House Forums" which begins in November.

The Hazen plan came after meetings between IBS and the Hazen Foundation in November 1951, and June 1952.

A survey of the IBS stations last spring showed that most stations were interested in carrying the type of programs specified. The poll, conducted by Howard Hanson, IBS Program Manager, was credited by Mr. Abraham with making the adoption of the plan possible.

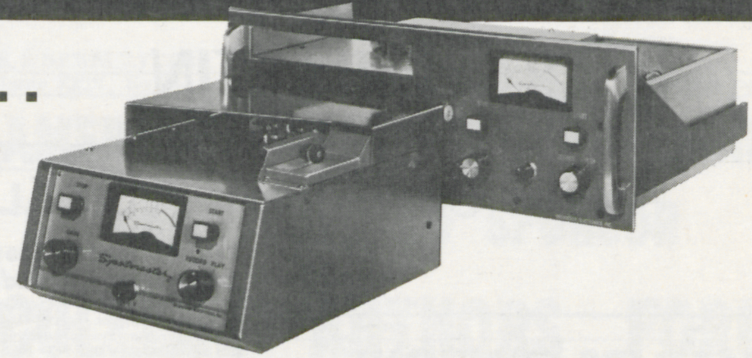
Mr. Abraham also announced that the Hazen Foundation, in conjunction with the Ford Foundation, is considering a plan to provide scholarships for graduate research in fields allied to broadcasting. If the plan is adopted, the scholarships will probably be made available to schools having IBS stations.

Forty stations will be included in the exchange of each of the three programs provided for in the series. The stations will receive the shows by mail, play them, and return the tapes to the central poll.

Spotmaster

NEW 500 SERIES...

World's Most Advanced Cartridge Tape Equipment



From the established leader in tape cartridge systems —SPOTMASTER—comes today's most advanced units, the 500B series. Featuring all-modular, all-solid-state design and your choice of 1, 2 or 3 automatic electronic cuing tones, the 500B continues the SPOTMASTER tradition of superior quality at sensible prices.

Check these other SPOTMASTER features:

- Meets or exceeds all existing and proposed NAB standards.
- Separate record and reproduce heads. A-B monitoring. Biased cue recording. Zener controlled power supply.
- Popular 500A series, today serving over 1,000 stations world-wide, now available at new low prices.
- 14 models match every programming need: recorder-playback and playback-only . . . compact and rack-mount . . . monophonic and stereo.
- Delayed Programming option permits instant deletion of objectionable material from live originations.
- Heavy duty construction throughout, with rugged hysteresis synchronous motors, top specs and performance.
- Lease/purchase option. Ironclad guarantee for one full year.

Write for complete information:

BROADCAST ELECTRONICS, INC.

8800 Brookville Rd., Silver Spring, Md. JU 8-4983 (301)

IBS and FCC: Ups and Downs

In spite of this, national advertising accounts were not secured to the extent that they had been during the war years, with the result that it become impossible to support an office and paid staff in New York. The office was closed at the end of 1947, and the staff released.

During 1947 many economies had been put into effect, including reduction in personnel and publication of a Newsletter, which was less expensive than the IBS Bulletin; nevertheless, because all System income came from a percentage of national advertising, the office eventually had to be closed.

In 1948 System offices were established at Columbia University and Schenectady, New York, to carry on the work formerly done at 507 Fifth Avenue. Income from advertising ceased when the agreement with Avery-Knodell was terminated during this year, and for the first time member stations were assessed dues. System membership declined moderately but remained between 70 and 80 until 1952, when it started upward again. In 1948 the Empire Network operated briefly in upper New York State, linking Cornell, Clarkson, RPI, U. of Rochester, Sampson, St. Lawrence and Union.

Low-power radiation devices had become so popular in the late 1940s that the FCC realized that its rules for such operations were inadequate, and in 1949 it proposed stricter regulation of all such devices, with carrier-current broadcasting being placed under the same rules as standard AM stations. IBS immediately took action intended to provide special rules for campus radio which would insure acceptable performance but not impose unreasonable restrictions. Nothing came of either proposal until 1954, when the FCC decided it might simply make separate provision for campus radio in the rules for restricted and limited radiation devices (formerly the "low-power rules"), an action which was pending until the early 60's.

In 1950 IBS, after many years of effort, obtained a ruling from the Internal Revenue Service that telephone lines used by IBS stations for broadcast program purposes were tax exempt. Many stations obtained rebates on taxes paid during up to four previous years, the maximum period allowed for such refunds.

With the growth of the System to all parts of the country, an annual convention in New York City and governing the System through a representative from each station did not appear sufficiently democratic, so in 1948 the Constitution

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Vol. XIV, No. 4 April 1954

NEW CAMPUS RADIO RULES PROPOSED BY F.C.C.

Background Of New Rules

The Federal Communications Commission has been considerate of campus radio in formulation of the April 14 Notice of Proposed Rule Making. Reports from the Commission indicate that the proceeding was held up some six weeks in order that adequate provision could be made for campus

The New Release

On April 14th the Federal Communications Commission released a Notice of Proposed Rule Making which includes the long sought rules relative to campus radio. This proposal, which would replace the present Part 15 (Rules Governing Limited Radiation Devices) of the F.C.C. Rules and Regulations, is a necessary step

Operation Under Part 15

IBS is taking the necessary steps to insure that member stations are provided with basic technical data and plans to preclude interruption of operation when the revised rules go into effect. The present plans of the System are as follows: 1. IBS is considering a plan to make avail-

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Vol. XV, No. 1 October 1954

IBS Objects to FCC Proposal

IBS Membership Hits New High

In a few short years IBS has grown from its original 13 stations to its new total of 103 members. Of this new total 69 are full members, 33 are trial status groups, 19 of which have applied for full membership, and there is one affiliate status group.

Cite 3 Major Points in IBS Brief to FCC

The Intercollegiate Broadcasting System submitted a 22-page Brief and Petition to the F.C.C. in Washington August 14.

The Brief raised objections to the Commission's Notice of Proposed Rule Making, which was announced April 14. This announcement directly affected the operation of campus-limited radio stations.

IBS BULLETIN

"THIS IS THE INTERCOLLEGIATE BROADCASTING SYSTEM"

Vol. XV, No. 4 April 1955

11 OPERATIONS ILLEGAL

Station Heads Show Don't Care Attitude

The FCC field staffs are continuing their inspections of college stations. George Abraham, System President, was told by the head of the FCC Field Engineering and Monitoring Division that the inspections are being carried out in order to secure data and to enforce the law if infractions are incurred.

Some 13 stations have been checked and all of them were found to be radiating illegally. A number of these are still off the air until they can make changes which will enable them to start operations again.

Field reports to Washington indicated that many stations were radiating many times the permissible amount, and that furthermore many of the station heads didn't seem to have the slightest idea how much they were radiating, didn't have field strength meters available, didn't seem to know what the present rules were, and didn't seem to care.

Vol. XV, No. 3 February 1955

CLOSE 3 IBS STATIONS

Program Dept. Announces 2 Top Personnel Changes

Two major personnel changes have taken place in the IBS Program Department in recent weeks. Howard Hansen, long-time System Program Manager, has moved into the position of Director of Program Research, while Willett Kempton has taken over his duties as Program Manager.

Spot Illegal Signal In Minnesota, Texas

I. B. S. has been advised of the closing of three member stations by the FCC for an illegally radiated signal. The stations were ordered to cease operating and undertake immediate corrective measures. Two of these stations are in Minnesota, one is in Texas.

This action by the FCC may indicate that the widespread checking of campus stations in order to secure data in connection with the Commissions Notice of Further Proposed Rule Making is now under way.

was amended to provide for a number of regions, and a representative elected by the stations in each to govern the System. In 1948 nine regions were established, and these gave way to ten in 1950, and twelve in 1952. Concurrently, regional meetings were held in place of annual System-wide conventions.

During this period emphasis was placed on building up IBS services. The IBS Bulletin resumed publication with improved format in March, 1950, and remained on a high level through April, 1955. After this it was replaced by a more modest Newsletter. This period saw the introduction of a number of individually-bound handbooks, covering many aspects of operating campus stations, and also printed forms such as program logs, local advertising contracts, etc., were designed and made available at low cost to member stations. In 1952 IBS purchased a die to permit the manufacturer to label pins in the shape of the IBS capped microphone. These have proved popular for awards to station staff members. In 1952 the microphone design was registered with the U. S. Patent Office as the official service mark of the System.

IBS re-entered the national advertising field with the appointment in [illegible] of the Thomas F. Clark Co. to serve as representative. The Clark Co. was moderately successful, and membership rose to approximately 110 stations in 1953. That year the Hazen Foundation made a grant to IBS to create programs promoting international understanding. Two 15-minute programs series were produced at WKCR, Columbia, and distributed to over 50 campus stations, using tape recordings. "UN Review", a news, feature and interview program on the United Nations, ran for two years and claimed the youngest accredited correspondent to the UN at the time. "Education Around the World," produced in cooperation with International House, presented interviews and discussion with foreign students, comparing education here and in the countries of their birth. Stations also could obtain scripts for "Religions at the Newsdesk", a weekly 15-minute news program written by the Yale Divinity School.

In 1952 the Eastern States Radio Corporation obtained sponsorship for a 15-minute newscast which was produced from news obtained from a newsticker which participating stations were provided in lieu of a cash payment from the sponsor. A sizeable number of stations participating in this Newscast Plan belonged to IBS. In 1953, a com-

#58/59-5 February 14, 1959

COMMISSIONER HYDE IMPLIES COMMISSION ILL-INFORMED

F.C.C. Commissioner Rosel H. Hyde told I.B.S. last month that the Commissioners were not aware of the implications of the proposal to delete campus calls. It now appears that a very incomplete picture of the situation was presented to the Commission at its October 18th meeting at which assent to the deletion of campus calls was given (see Newsletter, #58/59-3, et seq.).

C.B.S. V.P. to Speak for I.B.S.

I. B. S. NEWSLETTER

Vol. XXIII No. 5 Bethlehem, Pennsylvania March 8, 1963

I. B. S. NEWSLETTER

Volume XXIV, No. I Bethlehem, Pennsylvania September 15, 1963

NO MORE CIG ADS

MANY STATIONS TO SUFFER

I. B. S. HITS NEW MEMBER HIGH

1962-4: IBS added 7 New Services,

I. B. S NEWSLETTER

Volume XXIV, No. 3 Bethlehem, Pennsylvania November 15, 1963

AMERICAN TEXTBOOK PUBLISHERS INSTITUTE TO SPONSOR COLLEGE AUTHORS FORUM

COLLEGE BROADCASTING MAJORS CONFERENCE POSTPONED

The College Broadcasting Majors Conference, scheduled for November 7-8, in the Hotel Roosevelt in New York city, has been postponed, according to Claude Barrere, Executive Director of the International Radio and Television Society, Inc., sponsors of the conference.

AS PUBLIC SERVICE FOR COLLEGE RADIO

On November 6,1963 at a meeting in New York City between representatives of the American Textbook Publishers Institute and the Intercollegiate Broadcasting, it was announced that the American Textbook Publishers Institute in cooperation with the Intercollegiate Broadcasting System will sponsor as a public service, a thirteen week series of individual interviews with authors at campuses across the nation. The

panion firm to ESRC, the College Radio Corporation, was established and became the national advertising representative for IBS; however, CRC continued to represent stations which did not belong to IBS, as opposed to previous representatives who had handled no campus stations except those belonging to IBS. This arrangement led to friction between IBS and CRC, and in 1956 IBS appointed the Hil F. Best Co. as representative. Unfortunately, this firm proved to be less adept in selling campus radio than CRC, and as a result, many stations left IBS in order to obtain national advertising through CRC. IBS services were maintained but on a more modest scale, and the number of regions was reduced to ten. In 1958 the IBS Board of Directors voted to grant a waiver to any station which applied for one under the provisions of the Business Code, which would permit it to be represented by CRC and yet remain in IBS. Approximately six such waivers were granted.

Commercial low-power FM broadcasting was first explored by IBS on the basis that many stations and listeners would be interested in the better quality of FM, but that a number of these stations could not afford to operate educational, non-commercial FM stations. The FCC has granted licenses

I. B. S. NEWSLETTER
December, 1963

Master Handbooks Reissued To All Members Free

The I. B. S. Master Handbook, one of the most indespensible books on college radio in use today, is being revised and will be reissued in January to all members of I. B. S. free of charge. In a special vote of the Board of Directors, Mr. Fritz Kass, Manager of Member Services, was authorized to undertake the revision.

I. B. S. NEWSLETTER

Volume XXIV, Number 5 | Bethlehem, Pennsylvania | February 1, 1964

A. B. C.'s V. P. Hagerty F.C.C. Commissioner Lee To Speak for IBS March 21

CBA Merger: on to 220 Stations

to college groups to operate medium-power commercial FM stations, and has made special provisions for these stations to remain off the air during major vacation periods. IBS was working on the idea of extending this principle to low-power FM transmitters rated at 10 watts or less to be used by groups unable to afford a higher powered transmitter, or desiring limited coverage. Broadcasting with such a low power is now open only to educational non-commercial stations.

In October, 1958, the FCC decided to discontinue the practice of reserving call letters for campus stations. The decision was reached without notice to IBS or to the stations whose calls the FCC previously had reserved. IBS immediately filed a protest with the Commission and distributed questionnaires to most of the 240 campus stations. Strengthened by the response to the questionnaire, IBS carried its argument to Commissioner Hyde and Bureau Chief Plummer. In October, 1959, the Commission staff reversed itself and resumed issuing calls to IBS member stations.

Meanwhile, IBS' Washington Office stepped up negotiations with the Commission staff for an increase in the permissable radiation allowed campus stations. Prospects for closing out Dockett 9288 increased. (The docket was finally closed out on April 27, 1964. There has been no change on the radiation allowed campus stations.)

Under President Borst, increased emphasis was placed on services to member stations. The Script Library was reorganized and cataloged; a tape distribution center was established at Georgetown University. Publication of the Master Handbook was commenced in February, 1959, and nearly three hundred pages of data for campus stations were issued in the following year. The Newsletter Editor undertook to keep campus stations informed of national developments on a current basis.

The summer of 1962 witnessed the merger of IBS and College Broadcasting Affiliates. The merger brought to IBS new staff members and increased services. The staff of CBA does all the day-to-day administrative work of IBS.

Prior to the merger several college radio groups sprang up around the country. CBA, the most successful of these groups, joined with IBS and thus duplication and rivalry in the college radio industry was avoided. Many of the IBS member services were centralized at the new operations headquarters in Bethlehem, Pennsylvania. Membership by October 1 of that year rose to 95. Fritz Kass, Bob Freedman and George Eustis, formerly with CBA, were elected to the IBS Board of Directors.

An increase in the number of college FM stations was noted in the December Newsletter issue. Plans to increase services for this segment of IBS membership were discussed.

The 1963 National Convention headlined Fred Ruegg, Vice-President of CBS Radio. The convention, hosted by New York University, saw a record-turnout as 230 college broadcasters from across the country discussed the past, present and future of college radio.

College Radio Placement Service, a survey of job opportunities in commercial radio, was added to the growing list of IBS services. The year ended with the formation of the College Radio Alumni Assn., which provides continuing contact with College Radio.

IBS started the year 1963-1964 with 116 members. Plans announced for an extensive membership drive to keep pace
continued on page 28

IBS - IRTS

WE GREW UP TOGETHER

Congratulations to IBS on its 25th Birthday

We were born in 1939.
We celebrated our 25th Aniversary
by giving FCC Commissioner Rosel Hyde
our Gold Medal March 10, 1965.

What Is IRTS?

The International Radio & Television Society took many years to achieve this distinguished title. The first name by which it was known was "The Broadcasters Bull Sessions." Throughout the years it achieved more dignified and more useful status in the industry. As it developed it became the Radio Executives Club and flourished under that name until the advent of Television, when through merger with the American Television Society it became the Radio & Television Executives Society. By this time, the membership of the Society had included members whose residence and place of business was outside the confines of the United States. Hence it was only a small step to change the name to "International Radio & Television Society."

Its Purposes Are

To create a lasting fraternity of persons professionally engaged or interested in radio and television broadcasting and its allied fields.

To provide a forum for the exchange of ideas and discussions of problems affecting or concerning radio and television broadcasting or relating to its improvement or usefulness and to promote higher standards for the radio and television industry as a scientific, literary, informational, entertainment, and cultural medium.

To promote and sponsor the dissemination of information pertaining to radio and television broadcasting which may be of mutual interest and value to members, the public and the industry.

What Does IRTS Do?

The educational efforts of IRTS include a series of seminars on "Time Buying and Selling," which have become increasingly valuable throughout the years during which every aspect of media research and planning have been explored, with enlightening information on the functions of the station "reps"; the time buyers and the place of the individual station and the network in serving the advertiser. Limited to 100 registrants, it has been necessary to run the course twice in each of the past three years.

The College Conference is planned for those in college who are majoring in Broadcasting journalism merchandising, etc., and student operators of campus radio stations. It offers them an opportunity to meet and discuss with top flight professionals in the industry.

Apart from the educational projects mentioned above, the IRTS Newsmaker Luncheons command the respect and ready acceptance of some of the most distinguished men in the world, giving tacit recognition to the standards of excellence achieved by the International Radio & Television Society.

The "IRTS Commercial Production Work Shop" through a series of seven sessions each winter, provides an opportunity for all members to hear experts discuss, in detail, all steps involved in producing a commercial—from concept to actual broadcast.

International Radio & Television Society, Inc.
444 Madison Ave. New York 22, N.Y.

We Are Members of the

INTERCOLLEGIATE BROADCASTING SYSTEM

Why Not Join Us?

------ A.D. Eisenhower High School,
KAS Adams State College
WALI Adelphi College
WANT Agriculture & Technical College
WRSD Alabama College
WABP University of Alabama
KUAC-FM University of Alaska College
UACR University of Alberta, Canada
WALC Albright College
WARC Allegheny College
WAMU American University
KASC Arizona State College
WBWC Baldwin-Wallace College
WRJR-FM Bates College
KBCO Bethany Bible College
KBCT Bethel College, Kansas
WVBC Boston College
WRBU Bradley University
WPKN University of Bridgeport
WGMB Bridgewater College, Va.
WBRU Brown University
WVBU Bucknell University
KAL University of California at Berkeley
KUCW University of California at Los Angeles
KUCR University of California at Riverside
KCSB University of California at Santa Barb
KARL Carleton College
WRCT Carnegie Institute of Tech.
WCCR Carthage College
KMOE Central Methodist College
KCSC Central State College
KCWS-FM Central Washington State College
KCSC Chico State College
WCUW Clark University
WSBF Clemson University
WMHB Colby College
WRCU Colgate University
WFIB College-Conservatory of Music of Cin
WCWM College of William and Mary
KCSU-FM Colorado State University
WKCR Columbia University
WHUS University of Connecticut
WVBR Cornell University
WCWP C. W. Post College
WCDE Davis & Elkins College
WDEW The Defiance College
KVDU University of Denver
WUOD University of Detroit
WDCV Dickinson College
WECT-FM Earlham College
WETS East Tennessee State College
WEMC-FM Eastern Mennonite College
WEMU Eastern Michigan University
KEWC-FM Eastern Washington State Coll
WJKB Edinboro State College
WWEC Elizabethtown College
WRSE Elmhurst College
WEUR Eureka College
KECC Evangel College
WFDU Fairleigh Dickinson University
WFRS Ferris State College
KFHS Fort Hays Kansas State College
WWFM Franklin & Marshall College
KFSR Fresno State College
---- -FM Geneva College
WRVG Georgetown College
WGTB Georgetown University
WWGC Gettysburg College
WGRM Greenville College
WSAJ Grove City College
WHCL Hamilton College
WHOV-FM Hampton Institute
KHCA Harding College
WRAF Harpur College
WHRB Harvard University
WHHS Haverford School System
WHCR Heidelberg College
WHRM Hiram College
WEOS Hobart & William Smith Colleges
WVHC-FM Hofstra University
WCHC College of Holy Cross
WJSL Houghton College
KYOT College of Idaho
KUOI University of Idaho
WIIT Illinois Institute of Technology
WGLT Illinois State University
KISU Iowa State University
KUOK University of Kansas
WBKY University of Kentucky
WKCS Keuka College
WJRH Lafayette College
WLFC Lake Forest College
LMC Lees McRae College
WLRN Lehigh University
KLC Lewis and Clark College
KCLC Lindenwood College
KLIN Linfield College
KLOR Loras College
WLSU Lousisiana State University
WLTI Lowell Technological Institute
KWLC Luther College
WLCR Lycoming College
WMMC MacMurray College
WMIB Manchester College
WEBS Marjorie Webster Junior College
WMUC University of Maryland
---- McGill University
WVMM Merrimack College
WCBN University of Michigan
WKME Michigan State University
WRMC Middlebury College
---- Millsaps College
WMCB Mississippi College
WCBH University of Mississippi
KCCS University of Missouri
KMRA Montana State College
KMSC Moorhead State College
WRMC Moravian College
---- Morehead State College
WMHC-FM Mount Holyoke College
WMCO-FM Muskingum College
KOVF Nebraska State College
UNB University of New Brunswick
WUNH-FM University of New Hampshire
KNMA New Mexico State University
WSUA New York State Teachers College, Alb
WVAT State University of New York Agric Technical Institute
WBSU State University College
WCVF New York State University at Fredonia
WGSU-FM State University College
WNYU New York University
WONY State University College of Educ
WNRC Nichols College
WKNC North Carolina State College
WUNC-FM North Carolina University
WNPC North Park College
WJRN Northwood Institute
KUVY University of Oklahoma
WBSD Olivet College
---- Oregon State University
WOBN Otterbein College
KPUR Pacific University
KOSW Panhandle A and M
WSPC-FM Pfeiffer College
WPEA-FM Phillips Exeter Academy
WPCN Pittsburgh College Network
WPGH University of Pittsburgh
KDUP University of Portland
WTPC Principia College
WDOM Providence College
WWQC Quincy College
WRRH Ramapo Regional High School
KCUR University of Redlands
KRRC-FM Reed College
WRPI-FM Rensselear Poly. Institute
WRIU University of Rhode Island
WCRC University of Richmond
WWRC Rider College
WRPH-FM Ripon College
WRUR University of Rochester
WITR Rochester Institute of Technology
WRBC Roosevelt University
WRSU Rutgers, the State University
KERS Sacramento State College
WSBR St. Bernard College
WWSF St. Francis
KSJU Saint John's University
KSLU Saint Lawrence University
KSMC Saint Mary's College
KSTM Saint Mary's University
WSSE Saint Michael's College
WSVC Saint Vincent College
KUSF University of San Francisco
WSOU-FM Seton Hall University
WSYC Shippensburg State College
WNFT Slippery Rock State College
KSMU Southern Methodist University
WSMC-FM Southern Missionary College
KRVS-FM University of Southwestern Lou.
WSAE-FM Spring Arbor College
WSCB-FM Springfield College
KZSU Stanford University
WSTO Stonehill College
WSRN Swarthmore College
WTUN University of Tampa
WRTI-FM Temple University
KTXT-FM Texas Technological College
KVOF Texas Western College
WTSC Trenton State College
WTUL Tulane University
KDET U.S. Military Academy
WRNV U.S. Naval Academy
WVTI Valparaiso Institute of Technology
WVUR Valparaiso University
WRVU Vanderbilt University
WWVU Villanova University
WTJU-FM University of Virginia
WUVT Virginia Polytechnic Institute
WWCR Wabash College
WFDD Wake Forest College
KWAR Wartburg College
KUGR Washington State University
KFRH Washington University
WUBG Wayne State University
KWEB-AM-FM Webb School of California
WESU Wesleyan University
WSLY Wesley College
WCSC West Chester State College
WWKS-FM Western Illinois University
WIDR Western Michigan University
WGRW Westminster College
WRAR Western Reserve University
WETN Wheaton College
WLCL Wilson College
WSCI-FM Wisconsin State College
WCXU Xavier University
WYBC Yale University

500 Page Master Handbook
F.C.C. Representation
Annual Conventions
East-Coast West-Coast
Consulting Services
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Taped Program Network
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College Radio Placement Service
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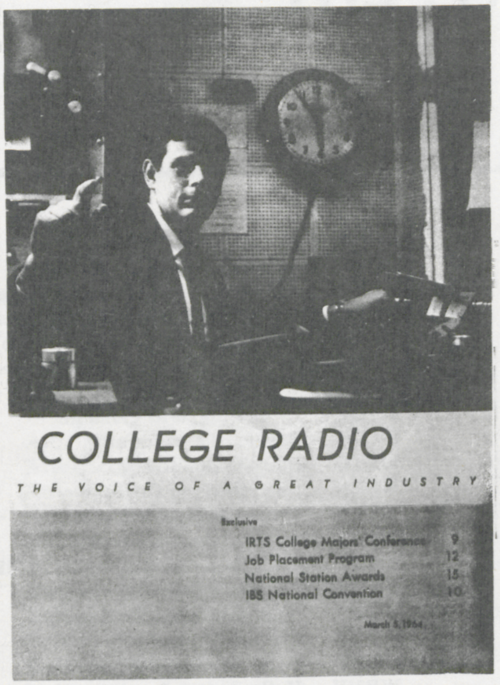
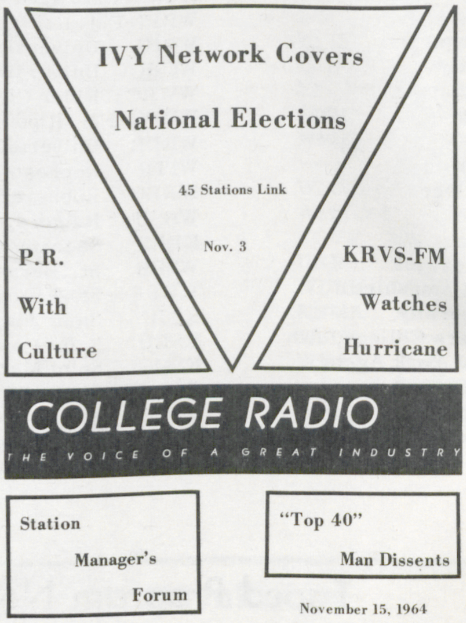
First Volume of COLLEGE RADIO



MARCH, 1964--Our first cover featured Ed Steinberg of WKCR-FM, Columbia University, New York City. IBS' National Convention was held at WKCR in 1964.

APRIL, 1964- Our second cover featured the Rumrunners, a local folk singing group at WLRN, Lehigh University, during a live performance.

SEPTEMBER, 1964--Our first fall cover featured St. Lawrence University's station in an article entitled " The Oldest College Station?"



NOVEMBER, 1964--Our third issue of the fall featured stories on election coverage (Ivy Net and local stations), a cultured public relations program, and a courageous station on the air during a hurricane.

IBS ———SENDS———TO———ALL

Season's Greetings

College Radio

THE VOICE OF A GREAT INDUSTRY

The Typical IBS Station
New Tape Service
December 1964

College Radio

THE VOICE OF A GREAT INDUSTRY

New IBS Survey Results **Recruiting New Personnel**
Sources of Ads on Campus **College Authors Forum Returns**

February 1, 1965

DECEMBER, 1964--Our Christmas cover--in four colors- featured Vivien Ungar, of the University of Bridgeport. A four page feature portrayed the typical IBS station.

FEBRUARY, 1965--Starting the new year on the right foot, Karen Jo Fleming of Fort Hays State College, Kansas, received more affirmative letters than any cover girl to that date.

STATE UNIVERSITY COLLEGE
at
GENESEO, NEW YORK

presents...

SUMMER STUDY IN BROADCASTING...

Workshop in Educational Radio and Television   Aug. 9-27   3 sem. hrs.

this class will be the first to fully utilize the new TV studios in the Guy H. Bailey Science Building. Students will produce programs using complete TV facilities and radio station WGSU-FM. Visiting guest lecturers will include experts in the fields of educational and commercial broadcasting. The course may be taken for graduate or undergraduate credit.

Introduction to Radio and Television   June 28 - Aug. 6   3 sem. hrs.

course content includes both a survey of the broadcasting field as well as production opportunities. Emphasis is placed upon the role of broadcasting in modern society. The course may be taken for undergraduate credit.

Summer Broadcasting Faculty includes:

William R. Berry, Director of Broadcasting
Myron P. Shaw, Program Director of WGSU-FM

For further information, contact: Dr. Millard Harmon, Dir.
Continuing Education Center
State University College
Geneseo, New York 14454

The Past Year of Studiomates

SALLY--Our fourth Studiomate was a senior at Edinboro State College, Edinboro, Pa. She was a news announcer for WJKB and wrote for the campus newspaper.

LANNIE--Our second Studiomate was more at home on a ski-slope than in the confines of a radio station, but COLLEGE RADIO fans didn't mind.

JACQUI-Our last November's Studiomate was the Program Director of WALI, Adelphi College.

JUDI--Last December's Studiomate was a weekend date of a WLRN (Lehigh University) staff member.

SANDY--Our February, 1965 Studiomate was a Radio-TV major at the University of Kansas.

WRMC holds Studiomate Contest

By JIFFY STARR, Station Manager
WRMC
Middlebury College, Middlebury, Vt.

Recently, WRMC, prompted by the feature of Studiomates in COLLEGE RADIO, decided to submit a candidate. We had to choose one, however, and decided to hold a contest. Members of the Board of Directors nominated several candidates on a Saturday night.

The four directors and president of WRMC served as judges for the contest, held during intermission. One of the most popular "Top Ten" d.j.'s emceed the contest, and presented each girl as she danced with her date. Gift certificates from a local record store were awarded to the winners.

Although we had been primarily concerned about the choice of a studiomate, this contest also gave the station further publicity on campus. The winner, Candy Cushman, and the runner-up, Tobi Gray, were interviewed on the air after the contest, and featured on the studio bulletin board for visitors to see. An open-house, held for the new semester's personnel drive, allowed visitors to meet the Studiomates, as well as members of the Board of Directors. Further activities with the Studiomates as hostesses are being planned for this semester, including a tea for the administration.

Winner of WRMC's Studiomate Contest: Candy Cushman, Class of '68.

Runnerup in the contest: Tobi Gray, '68

Top: Tobi Gray and Candy Cushman. Bottom: Ramsey Ludlow, '67, Jeannie Dithmar, '68, and Freddie Mahlmann, '67.

17 Dedicated People

The IBS Board and Staff

The IBS Board of Directors and National Staff is the group which administers the system and its services. Its members have many varied backgrounds. All have or will have in the near future graduated from college, some have advanced degrees--bur most of all, they share an abiding and deep interest in the college radio industry.

They serve without pay, often performing much time consuming duties -- the jobs of program manager, COLLEGE RADIO editor and publisher, and director of member services take a considerable amount of time -- in some cases, directors have devoted 4-6 hours daily for months on end without pay. As a group, their outside activities are equally distinguished as will be seen below.

GEORGE ABRAHAM is chairman of the board of directors and head of the Washington, D. C. office. He handles all call registration and relations with the FCC.

A 1940 BS/EE graduate of Brown University, Mr. Abraham received his SM from Harvard and MIT in Communication Engineering and Physics in 1942. At Brown he was one of the founders of the Brown station, which he started in his dormitory room (racks, turntables, and all!) and the founder of the Brown Network (see picture,page 8). He was one of the founders of IBS in 1940.

In his spare time, he lectures in electrical engineering at George Washington University in Washington, and is a member of the IRE, AIEE, ASEE, and IEEE. He is employed full time by the Naval Research Labs in Washington.

Past IBS positions include the Presidency.

CHARLES D. CONRAD is the president and business manager of the system. As such, his job is to generally oversee all the administration of the system, and to deposit all incoming funds and handle all billing procedures.

Formerly a student at MacMurray College, he was on the Board of Managers of WMMC. Former positions in the broadcasting industry include station manager of WLRW-FM in Champaign, Illinois, Director of operations of WKAK-FM, Kankakee, Illinois.

He is 23 years old, lives in Champaign, Illinois, and works at Radio Station W I L L, AM and FM, at the University of Illinois, Urbana. He is employed as an assistant in the Music Department and wrties, directs and produces a number of serious music programs. He has in the past produced two radio series, one for the University of Illinois Concert Band. He is President of Conrad Associates, a firm that provides program information and services for radio stations. He has attended MacMurray College, Jacksonville, Illinois and is at the present time attending the University of Illinois.

WILLIAM R. MALONE is presently East Coast Vice President of the system.

While a student at Harvard University, he was manager and a director of WHRB, Harvard Radio Broadcasting Co., Inc. and served as Director of the New England Region of IBS at that time. He was IBS Engineering Manager during 1958-62 and still helps out on some problems. His main concern now is advising stations on FM problems

Mr. Malone is employed by Covington and Burling, (attorneys at law) in Washington, D. C. He received his law degree from Harvard Law School.

DAVID W. BORST is West Coast Vice President of IBS and as such, oversees the entire west coast region. He has in the past been Engineering Manager, Operations Manager and President.

Dave is one of the founders of the Brown Network and WBRU (see picture page 8). Presently he is Chief Application Engineer for International Rectifier Corporation in California.

Married with three children, one of whom, David, Jr., is program director of KRCC, Reed College. Other interests include little theater; he is business manager of the Palos Verdes Players.

The Board of Directors--September 28, 1963--left to right, first row: George Eustis, William R. Malone, Charles D. Conrad, Herbert B. Barlow, Joseph Coons (a former Board member); second row: Fritz Kass, Thomas B. Bletcher, Jr., George Abraham, J. Theodore Anagnoson, Charles E. Quigley, Richard H. Crompton. Not shown: David W. Borst, photographer.

Thomas E. Bletcher, Treasurer

He is also a Senior Member of the Institute of Electrical and Electronics Engineers.

THOMAS E. BLETCHER is currently serving his second term as treasurer of the Board and also serves as Great Lakes regional chairman.

He is chairman of the By-Laws Revision Committee. A resident of Ann Arbor, Michigan, he is employed as a research technician in the Department of Parmacology, University of Michigan Medical School. He is also Managing Partner of Harmon, Culhane, Petersen and Bletcher, small business management consultants.

In the past, he has worked in various capacities for WGRE-FM, DePauw University and WRAR-FM Western Reserve University. At the latter, he was director of the WRAR Radio Workshop. He has a management and ownership interest in an as yet unlicensed FM station in Northwest Indiana.

Fritz Kass, former Director of Member Services

ROBERT I. FREEDMAN is incumbent IBS Secretary and was formerly one of the administrators of the centralized Bethlehem office. He was formerly executive secretary of College Broadcasting Affiliates, which merged with IBS during the summer of 1962.

A law student at Syracuse University, Mrs. Freedman holds a BA in political science from Lehigh University, where he was president of the Political Science Assembly and chairman of the IBS National Convention.

He is also a member of Pi Delta Epsilon, national journalism honorary.

GEORGE F. EUSTIS, Jr. is currently IBS engineering manager and a member of the membership committee.

He was formerly the chief engineer for college broadcasting affiliates before the IBS-CBA merger, and also worked in the engineering field for commercial stations WHOL and WGPA-FM.

A BS graduate of Lehigh University in electrical engineering, he holds a BA from Lehigh also, and is presently working towards an MS in Electrical Engineering at Syracuse University.

He is employed an an Electrical Product Design engineer at the General Electric Company, Syracuse, New York.

CHARLES E. QUIGLEY is currently program manager of IBS. He is employed full time by the U. S. Naval Research Laboratory, where he works as a civilian Electronics Engineer in government research.

Richard H. Crompton

He holds a BES degree from Johns Hopkins University and has since taken courses at the University of Maryland. He has taught courses in Electricity and Electronics at the Naval Research Laboratory in connection with the Laboratory's In-Service Training Program. In addition, he is the author of two study courses in Mathematics and Space Technology for the Capitol Radio Engineering Institute and has collaborated on several others.

Mr. Quigley is the holder of a patent in electronic computers, and in 1961 was the secretary of the IRE National Microwave Meeting held in Washington, D.C. At that time he introduced the use of a prepared Digest of Technical Papers for the annual microwave meetings.

Mr. Quigley first became associated with IBS at Johns Hopkins University where he organized and designed the campus carrier current station, WJHU. Following graduation, he headed efforts in IBS looking toward possible establishment of low power commercial FM operation.

HERBERT B. BARLOW is general counsel of the system, assuming his position three years ago. Before this he had been Secretary for many years and also Engineering Manager.

After graduating from Brown University, he got his LLB from Columbus University, and worked as a Patent Examiner, at the U. S. Patent Office. Since 1952, he has held his present position of Patent Lawyer for Barlow and Barlow Patent and Trade Mark Law.

Rod Collins

FREDERICK JOHN KASS, Jr. was IBS Director of Member Services for two years prior to his entrance into the Navy last summer. He is presently a naval officer, stationed in the Pacific.

He was formerly with the College Broadcasting Affiliates before the merger of the two groups in 1962, and became the main driving force in the administration of the IBS. It was due to his leadership that the original membership of IBS was boosted to 150 members and also that COLLEGE RADIO Magazine was founded.

During his undergraduate days he was President of the local Pi Delta Epsilon chapter and also of the local chapter of Lamda Mu Sigma (marketing). He is also a member of Alpha Kappa Psi, national business honorary.

PAMELA FINCHER graduated with an AA degree from Marjorie Webster Junior College last June and was Capital Region Director during 1963 and 1964.

While she was an undergraduate she was Station Manager and Program Director of Radio Station WEBS.

RICHARD H. CROMPTON has been a member of the IBS Board since 1952. He has previously held the positions of Station Relations Manager, Member Services Manager, Engineering Manager, Publications Manager, Business Manager, Secretary, Treasurer, Vice President, President and Chairman of the Board.

George F. Eustis, Jr., Engineering Manager

He received a B.S./E.E. from the University of Maryland and an M.S./E.E. from the University of Connecticut.

He is currently a Senior Staff Engineer with the Franklin Institute Research Laboratories, Philadelphia, working in the areas of infra red, optical and laser applications and instrumentation.

Mr. Crompton is the proprietor of the Low Power Broadcast Equipment Co., suppliers of limited-radiation trans-

continued on page 28

History of IBS Program Service

Expansion of Content and Volume

Since the founding of IBS in 1940, the System, as well as college radio generally, has developed and matured. From the efforts of a few students at scattered colleges to connect their campuses through student programs, IBS has grown into a nationwide broadcasting organization of over 200 educational radio and campus-limited stations. Services include not only publications and consultation services in the tricky art of use of power lines for radiation of radio signals, call letter registration, FCC rules and the like. There is also an active and growing program service which supplies commercial and non-commercial programs in classical music, the Broadway stage, jazz, the music of the 1920's and 1930's, books, our American heritage, and science, to name a few. (Those interested in what's new should watch their mail starting about April 15 to learn what IBS will send out over the entire summer starting late in May.)

Certainly volume is offered. In the spring of 1965, 4-3/4 hour per week of programs ranging from 5 minutes to 1-½ hours per week were offered, series covering 7 to 26 weeks in duration. (Of these programs, 2-1/4 hours per week consisted of programs never before available through IBS.)

Much more to the point, IBS also provides the content increasingly demanded by subscribing stations. For 60 cents per half hour of tape program material or fraction thereof, member stations are treated, for example, to an hour long series discussing the development of the American musical theatre, the composers, authors, producers and the sidelights that have all made the Broadway stage what it is today. The program service also offers a series of interviews covering the entire range of literature from contemporary Spanish literature to detective stories, from literary biography to current novels and their adaption into film (Sam Goldwyn Jr.'s production of "The Young Lovers") as seen through the eyes of university professors whose informal reading these books include.

Many other odd and unusual approaches to radio programming are a part of this service. An example includes the COLLEGE AUTHORS FORUM interview series of college textbook authors. No dry talks by men who are merely learned, these programs offer a stage for men of ideas who are also a vital part of their society. More than this, IBS and the American Textbook Publishers Institute, who are cooperating with IBS in the development of this series, have found some unexpected side benefits in the series. For one thing, many of these men are for the first time speaking informally before a microphone to tell us what prompts them to think and write as they do. For this reason, the COLLEGE AUTHORS FORUM interviews suddenly appear to be of major historical value, providing increased background information about these men not available in the past. For another thing, the rough unedited interviews supplied IBS by the 17 interviewer stations across the U. S. who are helping produce the new 13 week series, have quite a bit of value for audio instructional aids as introductory material for important courses in Sociology, Criminology, Literature, Poetry and Art, among other fields.

An interesting point is that IBS offers programs to non-member stations as well as member stations. Of course, we must charge a little more to outsiders ($1.00 per reel, as compared to 60 cents per reel to members, both on a tape return basis this past spring.) However, subscriber stations pay only for the complete series they actually order. Even so, their service is entirely self-supporting, though costs are purposely cut to a minimum to allow small student stations as well as large educational FM stations to participate.

The story of the development of the service is the story of the growth of IBS and of the broadcast industry as a whole. IBS is a non-profit educational organization incorporated in Rhode Island in 1939, and has as its primary goal the furthering of college radio. The original interest of IBS founders was the fun of one student being able to play his programs over another student's radio. However, it quickly became apparent that by limited-radiation broadcasting, students could learn radio by doing it, by competing for an audience with many of the higher power commercial broadcast stations that may cover the same listener area. College radio quickly grew from a toy to a practical training ground for students planning a future in radio broadcasting and related fields.

As the number of stations have grown, small equipment manufacturers have taken over much of the burden of engineering that plagued new student stations trying to start operation even just a few years ago. And, too, those other student stations faced with particularly taxing engineering and audience coverage problems have increasingly taken to low power and medium power educational FM. As a result, whereas IBS formerly offered national advertising representation, and more recently restricted itself to publications and consulting services, the System now finds itself with a steadily increasing demand for an active and growing program service, one that can satisfy as many as three or four audiences. The demand is increasingly great as a result of developments in educational radio in the last year or so. IBS must continue to serve all its limited-radiation stations, member and non-member, within its obligation to all its member stations, of course. However, the System must now solve the riddle of non-commercial broadcasting to a large general audience. Its service must be more than merely commercial, but it must also be more than merely instructional!

The one solution the Program Department has evolved, if any one technique can be said to satisfy four audiences at once, is to provide programs that are at the same time entertaining and informative. Many IBS programs, for example, are educational without even seeming so. The REHEARSAL series, for example, produced as a service of the Tampa Philharmonic Association, is almost entirely music. Yet it is perhaps the most subtle form of instruction in music appreciation, in style of performance, in the very compositional structure by the composers represented, that we know of.

If there is another technique in radio network program operation, that technique is variety. With variety, the individual station can choose to suit its own particular needs. Variety in our program offering also allows the station to experiment a bit with his listeners to find out what they really want. Variety also allows the small beginning station time to experiment with production techniques, to get a toe-hold on the problem of creating interesting programming locally on a continuing basis. In addition, these program serve as useful examples, as guides, for development of skills.

If there is any other aspect to radio network program operation, that is the dual aspect of reliability and quality of the individual programs the program service as a whole. This area we like to feel is one of the major areas of accomplishment over these many years since IBS was founded in 1940, when IBS first realized the job that lay before it in providing services not only to help stations on the air, but to provide a valuable program service for operating stations as well.

Calendar of Milestones

1940 - Founding of IBS.

Aug. 1941 - Commence Latin American exchange broadcasts over NBC shortwave

1950 - Distribute ECA "ORCHESTRAS OF THE WORLD" transcriptions; late Prof. Howard Hansen, MacMurray College, Program Manager of IBS.

1952-1954 - Edw. W. Hazen Foundation grants: IBS produces and distributes "U N REVIEW," "RELIGION AT THE NEWS DESK," and "EDUCATION AROUND THE WORLD," in cooperation with WKCR, Columbia University.

1953 - Fund for the Republic grant; IBS distributes transcription programs of the Hebert Committee congressional hearings on the fundamental freedoms.

1957-1958 - "HISTORY OF JAZZ" produced for IBS by KZSU, Stanford University. Program distribution through facilities of the Georgetown Forum, Georgetown University, directed by Fr. Francis J. Heyden. Tape Exchange service begins.

1963 - IBS cooperates with Chilean Embassy in Washington, D. C., and the Alliance for Progress Information Team of the Pan American Union, OAS, to produce and distribute "IMAGE OF CHILE." Distributed on tape to almost 150 stations in the U. S., Alaska and Puerto Rico. Prepared for IBS by the Radio - Recording Center of the University of Virginia and station WKCR, Columbia University.

1963-1965 - IBS cooperates with the American Textbook Publishers Institute to produce and distribute "COLLEGE AUTHORS FORUM." Distributed to over 100 stations, educational and AM commercial, in the U. S., Alaska and Canada.

1964-1965 - Establish IBS program distribution center at the Radio - Recording Center, University of Virginia. Distribute regular program service on tape for per-program fee

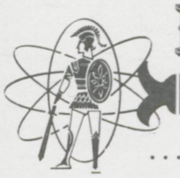
Future - Latin American exchange of programs and materials on cultural topics; Continued cooperation with the Pan American Union and the Alliance for Progress Information Team of the PAU; U. S. distribution of series from BBC and CBC and other countries; Cooperate in production and distribution of program series with other interested U. S. universities and educational groups.

Paul Brown

Paul Brown, one of the nation's outstanding record promotion men, was the first to appreciate the importance and value of promoting records through college radio stations. He has been servicing college stations for the past 20 years. Paul is quick to point out to his clients that with over 4 million college students in this country it is conservatively estimated that one million are excellent potential record buyers. Performers have found that college concerts provide a lucrative income, and so they have come to understand why Brown is a vital factor in record promotion. Currently he is handling promotion for such artists as Trini Lopez, Serendipity Singers, Nancy Wilson, Jerry Vale, Frankie Laine, Kate Smith, Morton Gould, and others.

Paul is not a Johnny come lately friend of college radio. He knocked himself out to service college radio when there was very little it could do for him. He furnishes the stations with record

continued on page 28



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CRPS - - Final Report

For the fourth consecutive year the Research Department of the Intercollegiate Broadcasting System has conducted its College Radio Placement Service Survey. This survey summates the availability of jobs for college trained personnel on commercial radio stations throughout the country.

This year, 1100 commercial radio stations, almost one-quarter of those in the United States, were polled. Questions on the survey concerned the extent of employment of students in programming, engineering, and sales staffs and the amount of experience necessary.

This year's survey had a higher percentage of stations responding than those of other years. And eighty-two percent of the stations responding hired college students. Of these, ninety percent hire students part-time during the academic year, and seventy-six percent hire for summer employment. Some of the stations surveyed cited union contracts as the reason that they did not hire students. The average number of students hired per station is 2.43 compared to 1.9 last year.

The vast majority of jobs has been in programming during the past four years. This year's figures show eighty-two percent of the jobs available in programming, eleven percent in engineering and seven percent in sales.

The needs of the stations vary greatly from classical, easy listening, jazz, and rock DJ's to news and staff announcers to copy writers, salesmen and engineers. Many stations want a combination programmer and engineer for summer employment. Some stations have agreements with local colleges or high schools for providing student employment.

The majority of stations hiring engineers require the first class radio-telephone license. Some stations, especially lower powered FM, required that announcers have a third class radio-telephone license with broadcast endorsement. Sales requirements are usually only the completion of the familiar application form. In the areas of programming and engineering, one year of previous experience or its equivalent is required of most applicants, and in many cases two years are needed.

Employment in engineering increased this year from last, while sales remained virtually the same.

The results of this year's survey have been mailed to all members of IBS. Included in this report is a station by station report of the employment opportunities available at each. Also being mailed are the 1964 results, which was necessitated by the fact that only thirty percent of those answering the questionnaire had done so the previous year. Among those stations replying both years, there was an increase in average from 2.1 to 2.4 students hired.

In past years, a follow-up surveys have indicated that seventy-five to eighty percent of those stations not replying to the questionnaire were not interested in employing college students. The remaining percentage either hadn't the interest or the time to respond.

This years survey had 264 responses, compared to 250 for a sampling of 1350 stations last year. Many of those stations replying stated that one of the primary qualifications for employment, besides an ability to read and pronounce correctly was a desire on the part of the student to learn radio. In this year's 264 respondents, all but five of the fifty states were represented.

Comparison of Volume of Employment by Fields

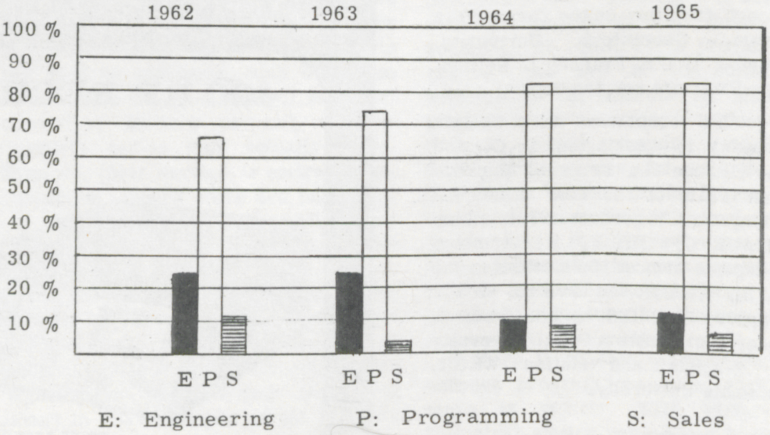


Chart #1

	Reply Rate	Percentage employing College Students	Percentage Empl. Students in the Summer	Percent-Ratio Students Hired per Station
1962	17.6%	94.5%	67.0%	140%
1963	18.0%	66.7%	62.6%	118%
1964	19.1%	70.0%	61.6%	148%
1965	24.0%	83.5%	63.2%	175%

Studiomate

"LITTLE SUZIE" -- **Our Anniversary Studiomate is a Political Science major at Gettysburg College. She is former Continuity Director and Publicity Director of WWGC.**

STATION OF THE MONTH

"At Gettysburg, Progress is Our Most Important - - -"

Dick Vandervoort, former Station Manager, at his desk. He authored two articles on sales for COLLEGE RADIO last year.

by Richard M. Vandervoort, former Station Manager WWGC

The school year 1964-65 has been a year marked by change at WWGC. On October 2nd and 3rd we sponsored a weekend of jazz at Gettysburg featuring Count Basie and his orchestra on Friday night and the Paul Winter Sextet on Saturday night. Beginning with this fanfare WWGC got off to a year filled with those "events that alter and illuminate our history." Our biggest capital addition in the fall was the purchase of a Spotmaster Cartridge Tape Recorder that has given 'GC that all-important professional sound.

However, there were earlier warnings of this renovation campaign in the spring of 1964. WWGC took the first step when we replaced our overcrowded control table with a semi-wall to wall table. This proved to be no small task since two of us had to disconnect every single wire throughout the entire system. When we put the new mahogany formica table top down and reconnected the wires, the most extraordinary thing happened: a psychological and electronic triumph occured, everything worked! Thus phase one came to a close.

Phase two began this year when we purchased the cartridge unit. From that time to this, we have not been able to sit still for a minute. Aside from the Fall Jazz Weekend, WWGC broadcast every football game of the MAC Champs-- the Gettysburg Bullets. On alternate Saturday nights we ran record hops in the Student Union Ballroom. The basketball season found WWGC following the Basketball Bullets and running dances after the home games. This spring WWGC is branching out into the town of Gettysburg where four of our "Happy Hitparaders" will run dances at the local high school--plus keep up with our regular schedule at the college.

Four weeks ago we finished phase three of our renovation campaign. WWGC now has a new lounge and office where an old office and unused studio used to be. As can be seen in the picture, WWGC is attempting more than a professional sound. We are achieving a professional atmosphere.

Coinciding with this idea of a professional leading to a more professional sound through good facilities, we are increasing the amount of public relations with the community. For the fourth consecutive year WWGC has met with considerable success in advertising sales. Even without the aid of national advertising, WWGC has grossed about $1600 in advertising revenues from a town of 8,000 people. In our selling campaigns we have always stressed service for the advertising dollar spent. Now we have done something tangible to show our appreciation to those who invest money in us. In March we sent engraved invitations to all of our participating and prospective advertisers inviting them to attend the college musical presentation of "Milk and Honey" given on March 25. After the musical, the advertisers came up to our studios for a tour and coffee and

Continued on page 29

Such a professional atmosphere! Extracurricular activities anybody?

History of IBS, continued

with the rapidly-growing number of college stations.

The programming department was revised under Charles E. Quigley. The American Textbook Publishers Institute sponsored College Authors Forum and the Chilean Embassy sponsored Image of Chile, both in conjunction with the revitalized IBS programming department. IBS began more programming activities along the line of semester and two semester series.

The 1964 IBS national convention was held at Columbia University and featured James Hagerty, former presidential press secretary and FCC Commissioner Robert E. Lee as guest speakers. The theme was "professionalism."

In March collegiate broadcasters were treated to the first edition of College Radio, a complete trade magazine containing news and photographs of interest to further communication in and among the industry.

Dave Borst, West Coast Vice-President, organized a successful west coast convention at Stanford University. College Radio Placement Service announced 500 job opportunities for college radio personnel.

IBS awards for outstanding stations went to WMUC, WCBH and WWVU. Seventeen other stations won awards.

IBS membership showed a fantastic gain of 63 new members bringing membership to 179 stations. Throughout the year membership continued to grow as over 225 members were expected by the end of the year.

George Abraham and Dave Borst completed 25 years of service to IBS.

The years 1960-1962 witnessed the addition of many new services. Among them was the IBS Master Handbook, mentioned above. The IBS Program services were expanded considerably later in 1963-4. The new honorary, Iota Beta Sigma and the Alumni Association were new services to come -- as was COLLEGE RADIO Magazine and the college radio placement service. The annual conventions were begun in an effort to bring personnel together and exchange more information.

IVY To Hold Convo

The IVY Radio Network will hold its annual convention on the campus of Dartmouth College, Hanover, New Hampshire on April 30, May 1 and 2. Speakers for the various meetings are yet to be announced.

Iota
Beta
Sigma

Paul Brown, cont'd

albums, and biographical material on the artists he represents. He produces special service, and station break tapes. He keeps college radio stations informed on the recording world, and sends along advance information on dates of the artists at colleges, and when they are going to appear in the vicinity.

Through the years Paul Brown has made himself invaluable to college radio. During recess periods and summer vacations Paul's office in New York resembles a college campus. He is visited by students from all over the nation. He helps them with their problems, advises on talent for college shows and concerts, and in many, many ways proves his friendship for college radio.

There probably isn't a community in the country where Paul Brown is not known. Last summer Paul, his wife, and two daughters drove cross-country. They visited many college staffers, a number of them right in their own homes during vacation.

PAUL BROWN

Board of Directors, cont'd

mitting equipment to college radio broadcasters since 1960. He is also a member of the Institute of Electrical and Electronic Engineers, the Optical Society of America and the Research Society of America.

J. THEODORE ANAGNOSON is the former IBS Director of Member Services and the former Editor and Publisher of COLLEGE RADIO Magazine.

He is currently a senior in international relations at Lehigh University and will attend graduate school in that subject after graduation.

WWGC, continued

donuts. This little "extra" will pay off when we see these people again about new contracts for the coming year.

So much for the present. What's ahead for college radio at Gettysburg? This summer we will purchase a second cartridge tape machine. Next year phase four will feature a revamping of our carrier current transmission system and further investigation and perhaps actual license for FM broadcasting. As an opening night special next year, we will run a remote music show from a store front in town with sales for all college students. All in all, we look forward to bigger and better sounds emanating from the "The Voice of the Campus" -- WWGC.

Ralph McKinney, present Station Manager in the WWGC record library.

He is a member of Phi Alpha Theta, national history honorary, former president of the Political Science Assembly of Lehigh University, and a member of Pi Delta Epsilon, national journalism honorary.

Tom McCloud, Terry Sommer, Bob Jakielski, Chris Griner and Tom Mitchell are the current administrators of the IBS Bethlehem office. Tom McCloud, who has been a staff member for two uears, is persuing an Arts-Electrical Engineering curriculum, administers general Bethlehem office operations, coordinates cooperation with Iota Beta Sigma Honorary, and serves as publisher of COLLEGE RADIO.

Terry Sommer is following a business course and maintains contact with
Continued on page 29

Editorial - -

For Members: The Future

What of the future? IBS will continue to improve its member services, this goes without saying. We think that the spirit of IBS will continue, and that spirit will be exemplified in the new activities which IBS has planned next year.

First is a comprehensive review of the IBS member services, with an idea along the line of what can be done for members in the future. We hope to add new services presently unavailable to campus radio. Along that line, IBS will be sending a survey to members in the near future, asking their opinions on this matter.

What IBS is going to increase definitely is its commitment to industry promotion. We are planning to start further work in this area in the near future, and at the latest, by next year. Members will be informed of this operation in detail.

We plan to increase our membership, so as to provide more working capital, a shortage of which IBS has had in the past two years. The dramatic increase of new members brought considerable growing pains to the system and resulted in a drastic shortage of capital last summer and spring. Now that the magazine is established, and the handbook has been reprinted, IBS can look to other areas for greater services to its members.

We at IBS consider the future to be the brightest that the system has faced in years. We invite all members to partake in this experience, as the system grows to full maturity, representing its industry. The future is ours, we invite you to partake in it.

And remember: if there is any question which you have, just write. That's why we exist.

Does College Radio compete? Answer II: Statistics

To the Editor:

Yes, College Radio can compete with commercial stations. I refer to a letter published in an earlier edition of 'College Radio."

The latest survey results are in. Students in the Department of Radio and Television at Oklahoma State University interviewed a total of 886 students who live on campus. If they were not listening to their radio at the time the interviewer came by, their radio dials were checked to see what station they had been listening to.

In 1962, another survey was taken. The results are as follows:

1. WKY, Oklahoma City, Oklahoma 39.3%
2. KOMA, Oklahoma City, Oklahoma 17.3%
3. KVRO, Oklahoma State University 16.9%

The NEW survey results are as follows:

1. WKY, Oklahoma City, Oklahoma 34.4%
2. KVRO, Oklahoma State University 27.1%

I am sorry that KVRO does not have 100% of our available audience at any time during the survey period. I have been assured this is impossible.

William J. Engler
General Manager
Oklahoma State University

The Gas Pipe Network

To the Publisher:

Dear Mr. McCloud:

Thank you for thinking of us in connection with your 25th anniversary issue of COLLEGE RADIO Magazine. I wish we could participate. Some time ago, of necessity, we found it advisable to establish a policy regarding special issue advertising of this nature because, as you may understand, there are so many organizations which invite our advertising in the course of every year.

We have known about your organization since it first began and was called, I believe, The Gas Pipe Network.

Congratulations on your anniversary, best wishes for your prosperous future, and please accept our regrets that we cannot take advantage of your invitation.

Naomi Andrews
Director of Advertising
CBS Radio

Board of Directors, cont'd

member and other collegiate stations as acting Director of Member Services. Bob is a psychology major; he administered the CRPS this year, as well as last fall's member survey. In addition to being research director, he is a member services staffer.

Chris and Tom Mitchell both work for the editorial and management staff of COLLEGE RADIO, Chris serving as publicity manager and registrar for the convention.

ROD COLLINS is assistant to Mr. Quigley in programming. He is the Director of the Radio Recording Center at the University of Virginia.

CLASSIFIED

For Sale: Mark III Transmitters enclosed in attractive Premier "Compact Cabinets" measuring about 6x8x8". These are over-production units from special order. Two only, $140 FOB, each. Low Power Broadcast Equipment Company, 248 Swedesford Road, Malvern, Penna.

Politics to Sleigh Bells

To the Editor:

In reading the February issue of College Radio I saw the article on KUOK's election coverage. Keeping our listeners informed on campus events at all cost is nothing new at WRIU. During major snow storms, the station presents a special show called "Snow Watch" which runs from midnight until 8:30 a.m.

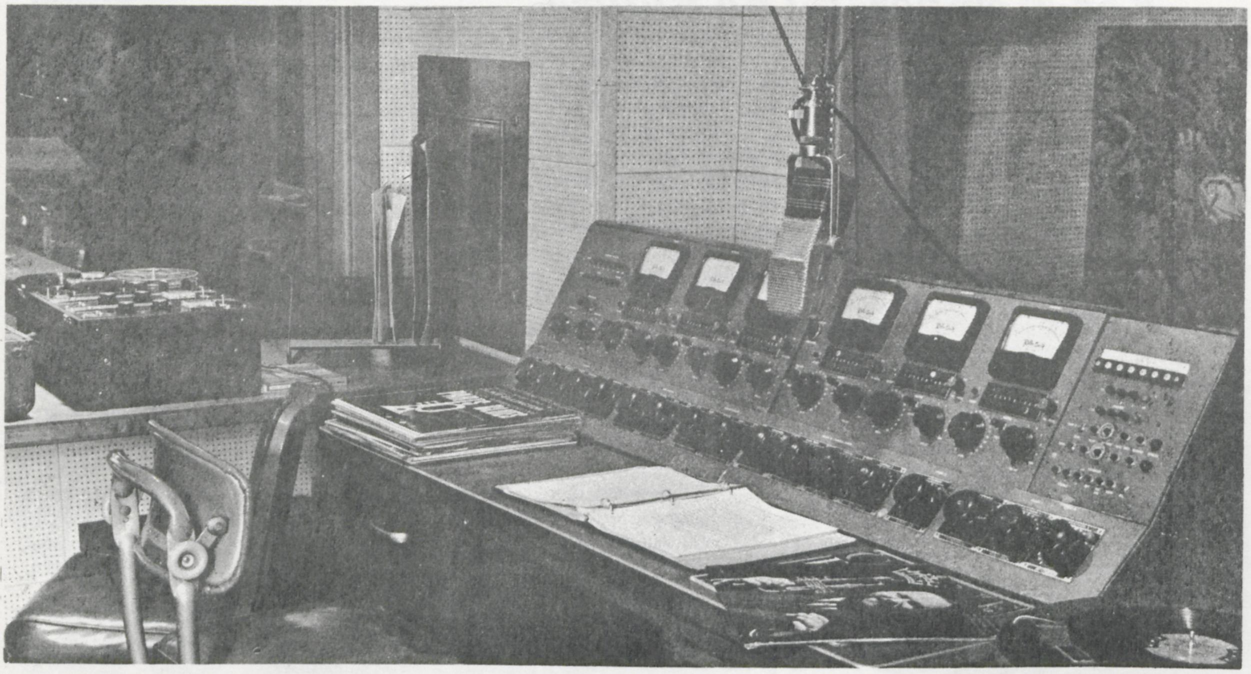
The first one which I was fortunate enough to organize and run was a tremendous success. Our three phone lines were constantly ringing until 2:30 and after that the pace slowed to a mere call every five to ten minutes for the rest of the night. The show was set-up on a request basis along with special features such as weather bulletins as soon as they came in and taped phone calls to students all over the country to compare snow conditions and personal reactions with those on our own campus.

The personnel for that first show were Jim Baker on News and Weather; Doris Taft, a secretary, several people who helped find the requested records, and Barry Torman who shared the "On The Air" duties with yours truly. Judging by the phone response, I would say that the all night "Snow Watch" was the most popular show this year.

A very tired D.J.,

Tom Daniel
WRIU
University of Rhode Island
Kingston, R.I.

SIGN OFF



COLLEGE RADIO - - One Year Ago

The following is the first "Publisher's Pocket" written by Fritz Kass one year ago, in the March, 1964, issue of COLLEGE RADIO. We thought it particularly appropriate at this point in the history of IBS.

For some time now we have been looking for some way in which we could bring home once and for all the real worth of college radio. A look-see project that could tell our story to the world. We have continually been alarmed at the lack of a national forum for college radio ideas. At last an answer--- College Radio magazine.

In recent months I. B. S. has taken several steps in order to achieve a solid base on which to launch a strong national college radio campaign. The College Radio Alumni Association, Iota Beta Sigma, the College Radio Placement Service, and, of course, COLLEGE RADIO. Our up-dating and reissuing of the Master Handbook to all members is another step to unify the last 25 years of our growth. I say that this is a step forward. We have learned to walk. Now let's RUN!

Many stations have written to us concerning publishing material about their station. We will publish promotional material about your station in the magazine if you send us adequate information with PICTURES of the station. So mail away.

The last thing I'd like to say is right from the heart. College Radio has seen twenty - five years of growth. There have been lean years and there have been good years. But we never gave up. From that first transmission until today we have grown. This month the Intercollegiate Broadcasting System celebrates its Silver Anniversary. I. B. S. has grown too.

It has grown with America's stations and it has help-college radio to grow. Today over 150 stations are part of I. B. S. These stations have banded together for their common good, and for the good of college radio. The question to ask yourself is, "Are we doing our share?" "Are we a member of the Intercollegiate Broadcasting System?"

Fritz Kass

As the Intercollegiate Broadcasting System completes Twenty-Five years of service to College Radio, we also complete:

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and

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DARTMOUTH: WDCR · PENNSYLVANIA: WXPN PRINCETON: WPRB YALE: WYBC